



## Virginia Green Partner Profile:



# Master Media Group/Purcellville Gazette

MASTER MEDIA GROUP

Winchester, Virginia

PURCELLVILLE  
Gazette

*Virginia Green* is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, *Virginia Green* encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

*Virginia Green Partners* are primarily committing to help support *Virginia Green* and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

### Master Media Group/Purcellville Gazette

"We are a national PR and marketing firm located in Northern Virginia and publisher of leading community newspaper. As a staff, we believe in green living, both in our professional lives as well as at home."

**Green Statement:** We went green as a "staff decision."

### CORE ACTIVITIES for all *Virginia Green Partner Organizations*

☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:

- Encourage clients who are in the tourism industry to join Virginia Green.
- Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
- Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.
- Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:

- Minimize copying and always make 2-sided copies
- Use silverware instead of plastic utensils
- Purchase disposable plates/cups/utensils made from biodegradable materials
- Serve water in pitchers and glassware instead of bottles; serve bulk sodas, etc.

☒ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: plastic, toner cartridges, newspaper, cardboard, packing supplies, batteries
- Use bulk soap dispensers instead of individual soaps
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms

- Use reused building materials or those from sustainable sources
- Use latex paints
- Print over 18,00 newspapers per week and recycle all leftover papers

☒ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Have:
  - low flow restrictors on faucets and showerheads
  - low flow toilets

☒ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Use:
  - compact fluorescent light bulbs in all rooms and in canned lighting
  - ceiling fans
- Have installed additional insulation
- Use natural lighting

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For more information on **Master Media Group/Purcellville Gazette**, see [www.purcellvillegazette.com](http://www.purcellvillegazette.com) or contact **Ben Weber** at [ben@purcellvillegazette.com](mailto:ben@purcellvillegazette.com) or 540-662-0852.

For more information on *Virginia Green*, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



*Virginia Green* is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

